From: byron [mailto:byron@efsllc.com]
Sent: Thu 2/1/2007 9:09 PM
To: Geoff Knapp
Subject: RE: Sporadic Processing?

I am sure that is a tough situation.

I have a few questions for you:

1. What specifically do you mean you have "outsourced your operation"? India supports us.
2. Price competition is not a good way to go. It inevitably yields lower margins and unless you can make it up in significant volume you typically loose. To make up for the lower margins, what marketing activities are you doing or have you done to grow or sustain the business? B2B, Wavers, Coupon Distribution, Networking events, etc.

2/6/2007

EXHIBIT
Blumberg No. 5208
1

Dockets.Justia.com

R. Byron Whitaker, CPA
(972) 492-2552 Office
(972) 523-5837 Cell
(972) 248-7308 Fax
www.efsslc.com

-----Original Message-----
From: Geoff Knapp [mailto:geoff.knapp@libtax.com]
Sent: Thursday, February 01, 2007 1:04 PM
To: byron
Cc: Kenya
Subject: RE: Sporadic Processing?

Byron,

I am sure that is a tough situation.

I have a few questions for you:

1. What specifically do you mean you have "outsourced your operation"?
2. Price competition is not a good way to go. It inevitably yields lower margins and unless you can make it up in significant volume you typically loose. To make up for the lower margins, what marketing activities are you doing or have you done to grow or sustain the business?

Geoff Knapp
Area Developer
Liberty Tax Service
480-422-4250 (O)
480-363-1513 (M)
Geoff.knapp@libtax.com <mailto:Geoff.knapp@libtax.com>

From: byron [mailto:byron@efsslc.com]
Sent: Thu 2/1/2007 1:37 PM
To: Geoff Knapp
Cc: 'Kenya'
Subject: RE: Sporadic Processing?

Many Barriers:

1. Lost Anchor
2. Employee stole our customer list and referred business to another tax Firm.
3. Three new tax firms moved in our area to compete

The way we addressed these issues is through lowering our fees to compete.

Current fees can not support a staff. We have outsourced our operation.

I have manually keyed the invoices for customers processed thus far for Corporate visibility.

Thanks,

R. Byron Whitaker, CPA
(972) 492-2552 Office
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-----Original Message-----
From: Geoff Knapp [mailto:geoff.knapp@libtax.com]
Sent: Thursday, February 01, 2007 9:14 AM
To: Byron
Cc: Sandy Stow; Stacy Andrews
Subject: Sporadic Processing?

Byron,

I am a bit confused by your e-file numbers. You had no returns e-filed unitl last week and then you had 51 come through the system.

It is our at policy at Liberty Tax to transmit returns to the IRS/Bank so we can get acceptances for our clients as quickly as possible . That way we offer great customer service.

Can you share with me what you are doing?

Thanks.

Geoff Knapp
Area Developer
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480-363-1513 (M)
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